

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1 1. (Currently Amended) A method of displaying a commercial message on a display
2 device of a computer during a user waiting time, the method comprising:
3 selecting the commercial message from a non-volatile memory; and
4 displaying the selected commercial message on the display device during the user
5 waiting time, wherein the user waiting time includes waiting time associated with at least one of
6 the computer entering sleep mode, ~~the computer waking from sleep mode~~, a virus scan, and a
7 disk scan.

1 2. (Original) The method as in claim 1, wherein the commercial message comprises
2 an advertisement message.

1 3. (Original) The method as in claim 1, wherein the commercial message comprises
2 productivity enhancement tips for the computer.

1 4. (Original) The method as in claim 1, wherein the step of selecting the
2 commercial message further comprises the steps of:
3 tracking Internet information associated with the computer; and
4 choosing the commercial message to download to the non-volatile memory from a
5 website based on the Internet information.

1 5. – 8. (Cancelled)

1 9. (Original) The method as in claim 1, wherein the commercial message is
2 displayed for a duration according to a time weight assigned to the commercial message.

1 10. (Original) The method as in claim 1, wherein the commercial message is repeated
2 according to a frequency weight assigned to the commercial message.

1 11. (Currently Amended) A computer system for displaying a commercial message,
2 comprising:

3 a display device;

4 a processor coupled to the display device; and

5 a memory coupled to the processor and containing code adapted to display the
6 commercial message on the display device during a user waiting time, wherein the user waiting
7 time includes waiting time associated with at least one of the computer system entering sleep
8 mode, ~~the computer system waking from sleep mode~~, a virus scan, and a disk scan,

9 wherein the memory is further adapted to store a frequency weight to determine
10 frequency of displaying the commercial message, the frequency weight having a value assigned
11 according to a revenue generating capacity of the commercial message.

1 12. (Original) The computer system as in claim 11, wherein the memory comprises a
2 flash read-only memory (ROM).

1 13. (Original) The computer system as in claim 11, wherein the memory comprises a
2 hard drive.

1 14. (Original) The computer system as in claim 11, wherein the memory is updated
2 with the commercial message from the Internet when the computer is connected to a website.

1 15. (Original) The computer system as in claim 11, wherein the code comprises
2 Basic Input/Output System (BIOS) code.

1 16. (Original) The computer system as in claim 11, wherein the code comprises a
2 commercial messaging application.

1 17. (Original) The computer system as in claim 11, wherein displaying the
2 commercial message in the memory is selectively disabled.

1 18. (Original) The computer system as in claim 11, wherein deletion of the
2 commercial message in the memory is selectively enabled.

1 19. (Original) The computer system as in claim 11, wherein display of the
2 commercial message is selectively disabled.

1 20. (Original) The computer system as in claim 11, wherein the commercial message
2 is selectively saved for future display on the display device.

1 21. (Original) The computer system as in claim 11, wherein the type of commercial
2 message is user selectable.

1 22. - 26. (Cancelled)

1 27. (Previously Presented) The method of claim 1, further comprising:
2 tracking user preferences; and
3 downloading additional commercial messages to the non-volatile memory that are
4 tailored to the user's interests based on the tracked user preferences.

1 28. (Previously Presented) The method of claim 1, further comprising:
2 determining whether the user is a premium user;
3 in response to determining that the user is a premium user, providing an option to
4 the user to disable display of the commercial message.

1 29. (Previously Presented) The method of claim 1, further comprising providing a
2 password to enable secure updating of the non-volatile memory with a password.

1 30. (Previously Presented) The method of claim 10, further comprising assigning the
2 frequency weight to the commercial message based on a revenue generating capacity of the
3 commercial message.

31. – 32. (Cancelled)

33. (Currently Amended) ~~The system of claim 32,~~ A system to display commercial messages, comprising:

a display device;

a basic input/output system (BIOS) routine executable to display a first commercial message on the display device during a boot-up period;

an operating system; and

an application executable, after loading and execution of the operating system, to display a second commercial message on the display device during a user wait period,

wherein the user wait period includes a wait period associated with at least one of the system going into sleep mode, ~~the system exiting sleep mode,~~ a virus scan, a file download, and a disk scan.

34. (Previously Presented) The system of claim ~~[[32]]~~ 33, further comprising a memory to store a frequency weight to determine frequency of display of the second commercial message, the frequency weight having a value assigned according to a revenue generating capacity of the second commercial message.